

**CONTRACT**

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

And:

**Perkins Nichols Media**  
**6330 East Seventy Fifth Street**  
**Suite 144**  
**Indianapolis, IN 46250**  
**USA**

<u>Contract / Revision</u> 242234 /		<u>Alt Order #</u>
<u>Product</u> Education 2013		
<u>Contract Dates</u> 01/11/13 - 01/30/13		<u>Estimate #</u>
<u>Advertiser</u> POL/Indianapolis Metro Planning		<u>Original Date / Revision</u> 01/15/13 / 01/15/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 351.70
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN348		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WISH	01/11/13	01/30/13	Daybreak @ 6	558-7a		:30				NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$450.00	3.20			
Week:		01/14/13	01/20/13	MTWTF--				3	\$450.00	3.20			
Week:		01/21/13	01/27/13	MTWTF--				2	\$450.00	3.20			
Week:		01/28/13	02/03/13	MTW----				1	\$450.00	3.20			
2	WISH	01/11/13	01/30/13	CBS This Morning @8	8-9a		:30				NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$150.00	2.40			
Week:		01/14/13	01/20/13	MTWTF--				3	\$150.00	2.40			
Week:		01/21/13	01/27/13	MTWTF--				3	\$150.00	2.40			
Week:		01/28/13	02/03/13	MTW----				1	\$150.00	2.40			
3	WISH	01/11/13	01/30/13	Noon News	1158a-1230p		:30				NM	9	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$650.00	6.70			
Week:		01/14/13	01/20/13	MTWTF--				3	\$650.00	6.70			
Week:		01/21/13	01/27/13	MTWTF--				3	\$650.00	6.70			
Week:		01/28/13	02/03/13	MTW----				2	\$650.00	6.70			
4	WISH	01/11/13	01/30/13	News 8 @5p	5-530p		:30				NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$550.00	5.90			
Week:		01/14/13	01/20/13	MTWTF--				3	\$550.00	5.90			
Week:		01/21/13	01/27/13	MTWTF--				3	\$550.00	5.90			
Week:		01/28/13	02/03/13	MTW----				2	\$550.00	5.90			
5	WISH	01/11/13	01/30/13	News 8 @ 530p	530-6p		:30				NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$550.00	5.90			
Week:		01/14/13	01/20/13	MTWTF--				3	\$550.00	5.90			
Week:		01/21/13	01/27/13	MTWTF--				3	\$550.00	5.90			
Week:		01/28/13	02/03/13	MTW----				2	\$550.00	5.90			
6	WISH	01/11/13	01/30/13	News 8 @6	558-630p		:30				NM	9	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/07/13	01/13/13	----F--				1	\$550.00	5.90			
Week:		01/14/13	01/20/13	MTWTF--				3	\$550.00	5.90			
Week:		01/21/13	01/27/13	MTWTF--				4	\$550.00	5.90			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
242234 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/11/13 - 01/30/13	Education 2013	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Indianapolis Metro F	01/15/13 / 01/15/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/28/13	02/03/13	MTW----				1	\$550.00	5.90			
N 7	WISH	01/15/13	01/29/13	Tuesday 8-9p	758-9p		:30				NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/14/13	01/20/13	-T-----				1	\$5,000.00	21.80			
		Week: 01/21/13	01/27/13	-T-----				1	\$5,000.00	21.80			
		Week: 01/28/13	02/03/13	-----				0	\$5,000.00	21.80			
8	WISH	01/27/13	01/27/13	Sunday 7-8p	658-8p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/21/13	01/27/13	-----S				1	\$4,000.00	7.70			
9	WISH	01/11/13	01/27/13	CBS Sunday Morning	858-1030a		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/07/13	01/13/13	-----S				1	\$900.00	5.80			
		Week: 01/14/13	01/20/13	-----S				1	\$900.00	5.80			
		Week: 01/21/13	01/27/13	-----S				1	\$900.00	5.80			
N 10	WISH	01/20/13	01/20/13	AFC Championship	AFC Championship		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/14/13	01/20/13	-----S				1	\$5,000.00	21.80			
<b>Totals</b>										<b>351.70</b>		<b>58</b>	<b>\$46,750.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
12/31/12 - 01/27/13	49	\$42,100.00	\$35,785.00
01/28/13 - 01/30/13	9	\$4,650.00	\$3,952.50
<b>Totals</b>	<b>58</b>	<b>\$46,750.00</b>	<b>\$39,737.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

# Buy Detail Report

Date: 12/27/20

Client: Indianapolis Metropolitan Planning  
Media: TV  
Product: Education 2013  
Primary Demo: Adults 50+

Flight Start Date: 1/30/2013  
Flight End Date: 1/30/2013  
Buyer: Bill Perkins

Vendor: WISH  
1950 N. Meridian Street  
Indianapolis, IN 46206  
David Copple  
Affiliation: CBS

Bill To: INDIANAPOLIS  
6330 e 75TH St ste 144  
Indianapolis, IN 46250  
Phone: 317 585 0000  
Fax: 317 585 0010

Line Daypart No COST NET CST Wks Dur 1/10 1/17 1/24

## Indianapolis Feb12 DMA Nielsen Live+3

1	Th-F,M-W 6a-7a NWS 8-DAYBREAK<	\$450.00	\$382.50	30	3	2	2	7	3.2	2.6	1.5
2	Th-F,M-W 8a-9a EARLY SHOW	\$150.00	\$127.50	30	3	3	2	8	\$140.63	\$173.08	\$300.00
3	Th-F,M-W 12n-12:30p NWS 8 AT NOON	\$650.00	\$552.50	30	3	3	3	9	\$119.53	\$147.12	\$255.00
4	Th-F,M-W 5p-5:30p NEWS 8 AT 5.00	\$550.00	\$467.50	30	3	3	3	9	2.4	1.5	0.2
5	Th-F,M-W 5:30p-6p NEWS 8 AT 5.30	\$550.00	\$467.50	30	3	3	3	9	\$62.50	\$100.00	\$750.00
6	Th-F,M-W 6p-6:30p NEWS 8 AT 6.00	\$550.00	\$467.50	30	3	3	3	9	\$53.13	\$85.00	\$637.50
7	Tu 8p-9p NCIS	\$5,000.00	\$4,250.00	30	1	1	1	3	6.7	5.0	1.9
8	Su 7p-8p SIXTY MINUTES	\$4,000.00	\$3,400.00	30	1	1	1	3	\$97.01	\$130.00	\$342.11
9	Su 9a-10:30a AVG. ALL WKS	\$900.00	\$765.00	30	1	1	1	3	\$82.46	\$110.50	\$290.79
									5.9	4.2	1.7
									\$93.22	\$130.95	\$323.63
									\$79.24	\$111.31	\$275.00
									6.3	4.6	2.0
									\$87.30	\$119.57	\$275.00
									\$74.21	\$101.63	\$233.75
									6.9	4.9	1.5
									\$79.71	\$112.24	\$366.67
									\$67.75	\$95.41	\$311.67
									21.8	17.1	9.8
									\$229.36	\$292.40	\$510.20
									\$194.95	\$248.54	\$433.67
									7.7	5.8	3.9
									\$519.48	\$689.66	\$1,025.64
									\$441.56	\$586.21	\$871.79
									5.8	4.8	2.3
									\$155.17	\$187.50	\$391.30
									\$131.90	\$159.38	\$332.61

Remove 1x 60 min pol  
conversation w/ Bill P. 1/2/13

hypothesis grounds

news

Please confirm

# Buy Detail Report

Date: 12/27/20

Client: Indianapolis Metropolitan Planning  
Media: TV  
Product: Education 2013  
Primary Demo: Adults 50+

Flight Start Date: 1/10/2013  
Flight End Date: 1/30/2013  
Buyer: Bill Perkins

Vendor: WISH  
1950 N. Meridian Street  
Indianapolis, IN 46206  
David Copple

Affiliation: CBS

Bill To: INDIANAPOLIS  
6330 e 75TH St ste 144  
Indianapolis, IN 46250  
Phone: 317 585 0000  
Fax: 317 585 0010

Line Daypart No	COST	NET CST	Wks Dur	Thur 1/10	Thur 1/17	Thur 1/24	Total Spots	Adults 50+ RTG CPP	Adults 35+ RTG CPP	Men 25-54 RTG CPP
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Indianapolis Feb12 DMA Nielsen Live+3  
WISH-TV

Total Spots: 21 20 18  
Total Cost: \$50,750.00 \$43,137.50  
Total GRP/GIMP(000): 129.5 126.3 116.2

59  
Total CPP/CPM: \$136.42 \$184.01 \$422.56  
\$115.96 \$156.41 \$359.18

Total  
JAN 13 \$59,750.00 \$43,137.50

\$ 46,750

David A. Copple 1/2/13

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WISH-TV Indianapolis, IN</u>	Date: <u>7/3/13</u>
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I, BILL PERKINS

do hereby request station time concerning the following issue:

METROPOLITAN PLANNING, INDY CONNECT

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	6a-9p	Fri-Thu	—	59x TOTAL	21 days

Total Charges: <u>\$39,737.50 NET</u>
---------------------------------------

This broadcast time will be used by: INDIANAPOLIS METROPOLITAN PLANNING

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

WIS H-TV  
1/11-31/2013  
METRO PLANNING

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

S. WHITE Consulting, LLC, dba ALOFT STRATEGIES

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

1/13/12  
Date

Walter T. Baker  
Signature

317-585-0000  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title